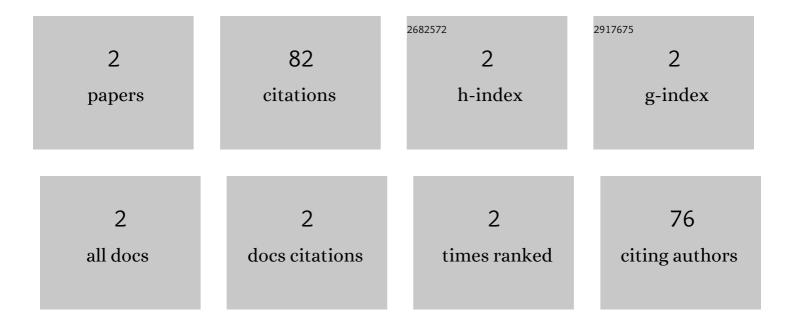
Maciej Szymanowski

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11741587/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Consumption-Based Cross-Brand Learning: Are Private Labels Really Private?. Journal of Marketing Research, 2012, 49, 231-246.	4.8	70
2	Patterns in consumption-based learning about brand quality for consumer packaged goods. International Journal of Research in Marketing, 2013, 30, 219-235.	4.2	12